

**REMARKS/ARGUMENTS**

Claims 10-25 are now pending in this application. Claims 1-9 have been canceled without prejudice or disclaimer. New claims 10-25 have been added. No new matter has been added.

**Abstract**

The Abstract has been amended in the attached Substitute Specification.

**Claim Objections**

Claims 2-7 are objected to because of minor informalities. Claims 2-7 have been canceled without prejudice or disclaimer and Applicants respectfully assert that new claims 10-25 have been written to avoid including the objections.

**Claim Rejections under 35 U.S.C. §101**

Claims 1-9 are rejected under 35 U.S.C. 101 because the invention is not limited to tangible embodiments (e.g., a computer program). New claims 10- 25 have been written to comply with 35 U.S.C. § 101. and therefore the rejection should be withdrawn.

As described the proposed claims, the subject matter of the proposed claims is directed to "system", "method" or "apparatus". Therefore, we believe that the invention of the proposed claims is limited to tangible embodiment and statutory subject matter.

**Claim Rejections under 35 U.S.C. §103**

The claims have been rejected under 35 U.S.C. §103(a) as being unpatentable over Murray et al., U.S. Patent No. 6,636,237, in view of Schwalb et al., U.S. Publication No. 2002/0144261, further in view of Schwalb (U.S. Publication No. 2002/0120929) or Ilan et al

(U.S. Publication No. 2002/00591847). Applicants respectfully assert that new claims 10-25 are patentable over these references and the remainder of the art of record for the following reasons.

According to the invention as claimed, an information registering device sends first identification information containing an object information relevant to an indicated desired object from the displayed image, a first keyword information and a first reference information relevant to the content rendered by media to the database. The database links the first identification information, the first keyword information and the first reference information received from the information registering device through the computer network, and stores the linked information; and the database performs a first matching process to match the first keyword information from the information registering device and the second keyword information from the information viewing device; and provides at least one of the first identification information and the first reference information linked to the first keyword information according to the result of the first matching process to the information viewing device.

According to this invention, it may be able to view or obtain desired reference information for a user easily and promptly, since the identification information relevant to the indicated desired object is linked to the keyword information and the reference information and made available for searching and/or providing the desired reference information.

On the other hand, Murray discloses that a viewer can select an object (10) from a video image on a display (16) by using an interface (18) and standard computer equipment (for example, a mouse), and information linked to the selected object is displayed in a window (20).

However, Murray does not disclose or teach that at least:

- a) the identification information regarding the selected or indicated object from a displayed image is sent to the database through the computer network;
- b) the identification information is sent to the database with the keyword information and reference information regarding the media;
- c) the identification information the keyword information and reference information are linked to each other and stored in the database; and
- d) the reference information and/or the identification information linked to the keyword information are provided to a user (viewer) when the keyword information is corresponding to an entered other keyword information.

The Office Action indicates that the database in the claims is described in Murray as "storing information related to a dynamic object (col. 3, lines 19-21)", referring to page 3, seventh paragraph of the Office Action. However, this description does not mean a database is connected to the computer network (such as server). Furthermore, the Office Action indicates that the "compare" (matching) in the claims is described in Murray by the feature of "compare user selected region with defined regions", referring to page 3, seventh paragraph of the Office Action. However, this description does not mean the matching of stored keyword information linked to identification information and reference information and the entered other keyword information. Therefore, the description of col. 2, lines 21-23 of Murray does not present displaying the required reference information according to the result of the matching. That is, Murray does not discloses or teach the idea or concept that the identification information relevant to the indicated desired object is linked to the keyword information and the reference

information and made available for searching and/or providing the desired reference information.

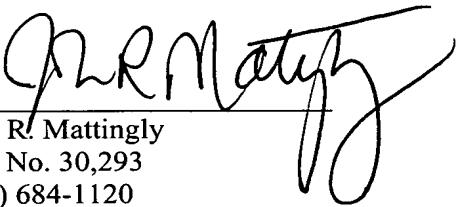
None of Schwalb ('261), Schwalb ('929) or Ilan are sufficient in their disclosure to overcome the above noted deficiencies in Murray. Accordingly, the pending claims are patentable over Murray whether or not Murray is considered in combination with any of these references. Accordingly, Applicants respectfully assert that claims 10 - 25 are patentable over the applied references and the remainder of the art of record.

**CONCLUSION**

In view of the foregoing, Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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